

DeMo are specialist packaging designers for FMCG.

Our wealth of experience includes foods and beverages, confectionery, household products and health & beauty.

Our personable, creative team focus on bridging the gap between strategy and brand execution to make a positive connection with the consumer.

If you would like to know more about DeMo and what makes us tick, check out our website. www.demodesign.com.au or call us on +61 2 9360 3500

All About Packaging

Welcome to **All About Packaging** which we distribute to our associates, friends, clients and partners who share our passion in packaging. If you think that anyone you know might get some value out of reading **AAP**, please feel free to pass it on, and equally if you prefer not to receive our updates please let us know.



Above: Woolworths new spread range designed by Outerspace Design.

An extreme makeover for traditional spreads

If you'd like a simple way to offer a range of table spreads for your lunch or dinner guests, but find that the drab looking tubs and jars look less than stylish, here's a new idea just for you.

Conceived and crafted by Outerspace Design's dedicated Packaging division – headed by the talented Michael Grima – the new Woolworths Select Spread range is setting out to inject some style into an old-fashioned category.

The new injection-moulded spread packs use four different lid styles with unique embossed details and vibrant colourful wrappers. While still easy to handle, stackable and durable, they also look the goods when placed directly on a dining table, once the cardboard sleeve is removed.

As is a growing trend for big department store brands, the design is clean, crisp and modern. The embossing highlights the varieties and adds a level of style beyond the norm.

With concepts starting in early May 06 and ending roughly six months later, this fast moving project has already hit the shelves in Woolworths and Safeway stores nationally for us to enjoy its smooth delicious taste.

Micheal Grima states the reason for the range being stackable was because of POS positioning. 'In order to maximise branding real estate we ensured that the base footprint would nest comfortably onto a fully over wrapped package below it.'

If you want to find out more about this innovation in packaging design, feel free to contact Michael Grima from Outerspace Design – www.outerspacedesign.com





Above : Bunnyconnellen's gourmet range.

Below: Stick Tea design to replace tea bags

Oil packaging ain't oil packaging

Bunnyconnellen, a gourmet olive grove in Queensland's Crows Nest, has just earned a prestigious 'distinction' for its product packaging and we think they deserve it!

Two years ago Bunnyconnellen Olive Grove invested in re-packaging its range of premium olives, olive oils, tapenade, mustard and marmalade. The new labels feature an appealing picture postcard design which was taken of the hills of the Darling Downs near Crows Nest and the surrounding national parks and dams.

While maintaining a simple overall look, there are multiple layers of messaging within the labels. "Each label incorporates a genuine candid photograph from the grove, providing a spontaneous, emotive and aspirational peek at true Bunnyconnellen life", explains Art Director Mardi Feilding who was heavily involved in the product.

The design takes a raw agricultural product and makes it come to life and jump off the shelves by taking it to a more emotive and romanticised level.

If you want to get a closer look at the packaging or sample some delicious Bunnyconnellen products, hop along to www.theoliveoilcompany.com.au

Tea with no strings attached!

Currently reserved for funky overseas coffee shops and restaurants, Stick Tea could well send the trusty tea bags packing!

Stick Tea requires no teapot and no spoon, you simply poke the stick into an empty glass or mug, pour boiling water in and stir with the same tea stick until you obtain the desired strength of tea. Take sugar? Simply stir that in at the same time.

Stick Tea is the very first and unique industrial disposable infuser that holds tea leaves. It is made with a thin aluminium sheet and has on its surface 450 holes to release its delicious flavours. It holds the finest Ceylon tea, looks very slick and is fun and easy to use.

